

RECIPE REWARDS

65,000 1/07 REGISTRANTS \$90/M
1,097,000 2006 REGISTRANTS \$90/M
1,264,000 2005 REGISTRANTS \$85/M
TELEMARKETING CHARGE \$250/M
FUNDRAISING RATE \$70/M

SUMMARY: THESE HOME CHEFS HAVE VISITED AND REGISTERED AT RECIPEREWARDS.COM TO HAVE ACCESS TO OVER 200,000 RECIPES INCLUDING RECIPE LINKS TO MAJOR COMPANIES SUCH AS CAMPBELL'S, HEINZ, KRAFT, DEL MONTE AND HILLSHIRE FARMS.

RECIPE REWARDS IS A HIGHLY TARGETED POSTAL LIST OF MEN AND WOMEN WHO LOVE TO COOK. THESE CONSUMERS ARE HUNTING FOR COOKING HINTS, RECIPES AND TIPS TO SATISFY THEIR FAMILY'S APPETITES. THEY ARE A PRIME AUDIENCE FOR ALL COOKING OFFERS INCLUDING COOK BOOKS, MAGAZINES, KITCHENWARE AS WELL AS HEALTH, GENERAL MERCHANDISE, CONTINUITY CLUBS, INSURANCE AND MORE.

REGISTRANT INFORMATION INCLUDES AGE, TELEPHONE NUMBERS AND E-MAIL ADDRESSES FOR E-MAIL MESSAGING OFFERS. ALSO RECIPE REWARDS IS SELECTABLE BY THOSE SEEKING DIET, LOW-CARB AND DIABETIC RECIPES.

DEMOGRAPHICS: 80% FEMALE

SOURCE: 100% INTERNET

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

"E-MAIL NAMES ARE AVAILABLE MONTHLY-CALL FOR PRICING"

RECIPEM

FEBRUARY 2007

MATERIAL:
E-MAIL \$50.00/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX \$7/M
RECIPE TYPE \$7/M
AGE \$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000